

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (Currently Amended) An EPG information display method for selectively displaying electronic program guide (EPG) information in an EPG on a display, said method comprising:

providing EPG information comprising text contents and motion video for one or more channels over one or more time frames,

assigning priorities to said text contents of said EPG information,

in accordance with a zoom command instructing a continuous amount of zoom magnification, deciding to display in the EPG on the display a set of said EPG information for a plurality of channels over a plurality of time frames larger or smaller in number than a number of channels and time frames displayed immediately before the zoom command is provided, wherein said zoom command zooms in or out the display with respect to a center of the EPG information to be displayed,

based on an order of said assigned priorities and based on said zoom magnification, selecting which of said text contents of said set of EPG information are to be displayed in the EPG for each of said plurality of channels over said plurality of time frames to provide a maximum amount of text information that may be read by a viewer,

selectively displaying, in said EPG, said selected text contents,

receiving a selection of a time frame, and

displaying in the EPG, for each channel in said plurality of channels corresponding to said selected time frame, the motion video of the each channel.

2. (Previously Presented) An EPG information display method according to claim 1, wherein said plurality of channels and time frames are in a scope where a decision is made with reference to a channel and a time of a program to be on the air being set in display means in order to display said EPG information, and said zoom magnification.

3-6. (Cancelled)

7. (Previously Presented) An EPG information display method according to claim 1, wherein for EPG information to be displayed for each channel on the display, an amount of the EPG information to be displayed is changed according to a size of an area on the display in which the EPG information is to be displayed.

8. (Previously Presented) An EPG information display method according to claim 1, wherein said selecting of which of said text contents are to be displayed is further based on a size of an area in which said selected text contents are to be displayed, a number of pixels when said area is displayed, or a number of letters that can be shown in said area.

9. (Cancelled)

10. (Previously Presented) An EPG information display method according to claim 1, wherein said zoom command stepwisely changes a size from the channels and the time frames displayed before the zoom command is provided to new channels and new time frames displayed after the zoom command is provided.

11. (Cancelled)

12. (Previously Presented) An EPG information display method according to claim 1, wherein in a case where an EPG operation function mode is a search mode, when an area in which EPG information of a program is displayed is selected and specified, areas of programs associated with said program are shown in a different color or brightness.

13. (Previously Presented) An EPG information display method according to claim 12, wherein under a condition where the EPG operation function mode is the search mode, a cursor for selecting and specifying an area corresponding to a search result selectively moves among parts of said area in which EPG information is displayed which area is shown in the different color.

14. (Cancelled)

15. (Previously Presented) An EPG information display method according to claim 1, wherein when an EPG operation function mode is a search mode, said EPG information is displayed in a manner such that, of search results, only programs of channels fulfilling a search criterion are displayed so as to be close to one another in a direction of a time axis or a channel axis.

16. (Original) An EPG information display method according to claim 1, wherein a function to operate in conjunction with a recorder is provided, and in an area in which EPG information of a program of which recording is associated with said recorder is displayed, recording condition information for said recorder is displayed so as to be superimposed on said EPG information.

17. (Cancelled)

18. (Original) An EPG information display method according to claim 16, wherein said condition information for said recorder is information representing a type of said recorder, that recording is underway, that recording is finished and that programming of timer recording is finished.

19-23. (Cancelled)

24. (Previously Presented) A computer-readable medium on which is stored a program to cause a computer to perform all of said steps of said EPG information display method according to claims 1, 2, 7, 8, 10, 12, 13, 15, 16 or 18.

25. (Currently Amended) A method for selectively displaying electronic program guide (EPG) information in an EPG on a display comprising the steps of:

(a) storing EPG information in a plurality of program information cells, said EPG information including motion video data and text contents for one or more channels over one or more time frames;

(b) assigning priorities to said text contents of said EPG information,

(c) based on an order of said assigned priorities and a zoom level of said EPG, selecting which of said text contents are to be displayed and determining in what order said text contents are to be displayed,

(d) selecting a first predetermined number of cells for EPG display based on said zoom level of said EPG;

(e) displaying, on the EPG, said text contents selected in step (c) for each cell selected in step (d);

(f) receiving a selection of a time frame;

(g) displaying on the EPG, for each cell corresponding to the selected time frame received in step (f), the motion video data of the each cell; and

(h) selecting one of:

(i) magnifying the EPG by modifying the zoom level by selecting a second predetermined number of cells on the EPG, the second predetermined number being of less magnitude than the first predetermined number, and displaying the motion video image data stored in step (a) and the text contents selected in step (c) for the cells in the second predetermined number of cells, and

(ii) reducing the EPG by modifying the zoom level by selecting a third predetermined number of cells on the EPG, the third predetermined number being of greater

magnitude than the first predetermined number, and displaying the motion video image data stored in step (a) and the text contents selected in step (c) for the cells in the third predetermined number of cells.

26. (Currently Amended) The method of claim 25 wherein:

step (a) includes storing, in each cell, a broadcasting channel number and a broadcasting time;

the motion video data stored in the each cell includes a motion video highlight for a channel corresponding to the broadcasting channel number and the broadcasting time stored in the each cell;

the selecting in step (d) is further based upon each of the first predetermined number of cells having a similar broadcasting time; and

the text contents displayed in step (e) are arranged in a tunable sequence of broadcasting channel numbers.

27. (Previously Presented) An EPG information display method according to claim 1, further comprising steps of:

receiving a selection of an area in which EPG information of a program that has been already recorded is displayed, and

starting reproduction of the program corresponding to said received selected area.

28. (Previously Presented) An EPG information display method according to claim 1, wherein said text contents of said EPG information include title, genre, channel, and program detail information.

29. (Previously Presented) The method of claim 25, wherein said text contents of said EPG information include title, genre, channel, and program detail information.